

LEO BURNETT COMPANY, Inc.

Ad No. 316 (Harlowe)—Reg. No. 81229—1 pg. 4 1/2 lines—374 x 126—Harper's Bazaar, 1971 (A)
Printed in U.S.A.



Yesterday's cigarette holder:

Today's.

The tip of a Parliament works like those big holders of yesteryear.

It has a firm outer shell. Firm enough to bite on. And the filter is recessed inside. Away from your lips. All to give you a taste that's good and clean. Parliament. It's got today's cigarette holder.

It works like a cigarette holder works.



Kings, 16 mg. "tar", 1.0 mg. nicotine—100's, 11 mg. "tar", 1.2 mg. nicotine av. per cigarette, FTC Report Nov. '70

